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TITLE: EVALUATION OF THE CRUISE PORTS EFFICIENCY WITHIN THE FRAMEWORK OF CRUISE PASSENGER TRANSPORTATION: AN ALTERNATIVE PORT PROPOSAL

ABSTRACT

Cruise passenger transportation is a tourism sector which gained importance in the recent years. In the “Objectives of the Tourism Strategy of Turkey”, the need to increase the number of cruise ports has been underlined. Cruise tourism contributes to the Gross National Product (GNP) of Turkey both directly and indirectly. Economic values added in the cruise ports and hinterland of Turkey point to the existence of a great market. Therefore, it is necessary to exert effort to ensure the cruise ports provide an effective service, and to determine the operators properly. This thesis has been drafted to determine the suitable ports in terms of operation with a view to provide scientific contribution for the realization of Turkey’s objectives for the increase of the cruise tourism profits.

In this thesis, tourism has been defined in general, and also definition, importance, status, and development factors of cruise tourism have also been addressed under the notion of tourism. Detailed information has been provided on the two main components of cruise tourism, which are cruise ships and cruise ports. Following the comprehensive explanations regarding the concept of efficiency and data envelopment analysis, cruise ports in Turkey have been compared by their regional distributions, operating rights, and passenger types. In the analyses, 2012 data regarding the cruise ports in turkey was taken into account and output oriented BCC and CCR models were utilized. In the analysis realized with DEA Solver package, total efficiency, technical efficiency and scale efficiency scores were measured. Results of the data analysis indicate that the cruise ports of Kuşadası, İzmir-Alsancak and İstanbul-Salıpazarı are effective.

During the study, on the basis of the factors of tourist attractiveness regarding the eleven cruise ports aimed to be renovated or newly established in line with the

“Action Plan for the Tourism Strategy of Turkey”, “weighting scores of the factors of attractiveness” has been determined for the academicians working in this field, politicians, and port administrators. Moreover, a survey was carried out to find out which one/ones of these ports come to the forefront in terms of the factors of tourist attractiveness. Following the survey, one-way analysis of variance and post hoc tukey hsd test were applied to the weighted averages.

As a result of the study, it has been determined that the cruise ports of Kuşadası, İzmir-Alsancak, İstanbul-Salıpazarı are effective and that the surroundings of these ports are points of attraction in terms of tourism. Accordingly, depending on these ports, it has been foreseen to establish cruise ports in Haydarpaşa, Zeytinburnu, Didim and Üçkuyular to create new alternative points of attraction.

KEY WORDS

Cruise Passenger Transportation, Cruise Ports, the Concept of Efficiency, Efficiency of Cruise Port, Data Envelopment Analysis (DEA)